

1 of 4

Rep Firm	
Sales Office ()	WASHINGTON
Salesperson ()	MEREDITH RADOW
Salesperson Phone#	212-408-3622
Salesperson FAX#	212-445-0968

[illegible]

2 of 4

[illegible]

3 of 4

[illegible]

Rep Order# 7889415 Ver# 15 Status Revised
EC'd Yes

Traffic Order# 932008

Printed: 08/03/2012 9:43 AM
Last Received: 08/03/2012 9:38 AM
Showing Buylines: All Rep & Sta Revised Lines

4 of 4

Station KMBC-TV KANSAS CITY
Advertiser () BRUNNER, JOHN
Product BRUNNER/SEN/R
Estimate# 159
Buyer Cheryl Mulhall
Phone#
Fax#

Agency () SRCP MEDIA
201 NORTH UNION ST, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 5/7/159
Flight Dates 07/31/2012 - 08/07/2012
Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*65	SU	1030P-11P	SU 1030P NEWS	:30	\$800.00	08/05-08/05	1	1	1	\$800.00	
				Sales Remark: V15 ADD								
				V15 Added								

---REPORT TOTALS---

Report Totals: 26 / \$14,700.00

---SALES MONTHLY TOTALS---

Aug 12: 98 / \$43,480.00

Sales Totals: 98 / \$43,480.00

Station Totals: 98 / \$43,480.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$173,920	CABL	0%	CBLA	0%	INTA	0%	KCTV	0%	KCWE	0%
		KMBC	25%	KMCI	0%	KPXE	0%	KSHB	0%	KSMO	0%
		UNKN	75%	WDAF	0%						

Books null

Demos RA35+